

# *Enhancing Global Health Marketing Through Cross-Sectoral Partnerships*

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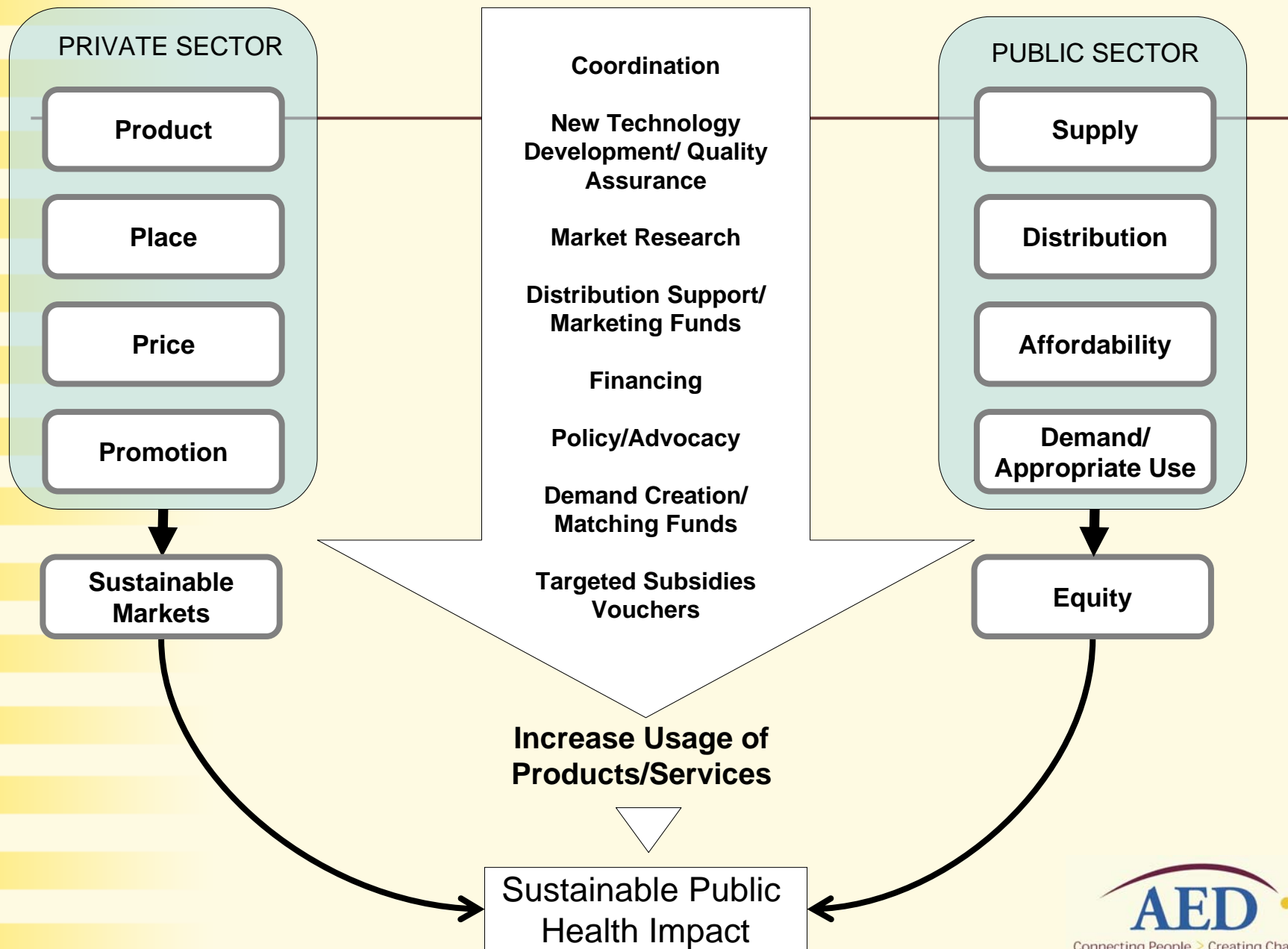


# Enhancing Global Health Marketing Through Cross-Sectoral Partnerships

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- Combine relative strengths of partners
- Leverage government investments
- Phase out donor dependence through capacity building
- Reach target groups more cost-efficiently
- Magnify impact

# FULL MARKET IMPACT™



# Examples of Health Products & Behaviors Marketed Through Partnerships

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- Mosquito nets for malaria prevention
- Family planning and HIV/AIDS prevention
- Hygiene – hand washing and water purification
- Zinc supplementation for diarrheal disease
- Fortified foods

# Elements of Successful Partnerships

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- Jointly set ambitious/achievable mutually beneficial objectives with clear-cut responsibilities through formal agreement
- **Public Sector**
  - Generic education and promotion
  - Enabling policy environment
  - Time-limited investments in market development (e.g., matching funds, seed product, technology development, etc.)
- **Private Sector**
  - Brand promotion linked to generic
  - Expanded distribution
  - High volume/lower prices

# Leveraging Investments

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- Develop mutually beneficial, formal partnerships
- Joint-investment strategy key to success
- AED has generated over \$60 million through the USAID/NetMark project alone

# Phasing Out Donor Dependence Through Capacity Building

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- Build capacity within government agencies, communications partners and brand owners
- Blend of generic and brand support
- Involve all partners in short and long-term strategic planning based on needs and available resources – have exit strategy in mind

# Reaching Target Groups More Cost-Efficiently

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- Market segmentation is critical
- Need to map out comparative strengths of public and private sector partners and plan accordingly
- Consumer-based research used to develop consistent messages that can be used by all and adapted as needed
- Innovative approaches to expand marketing such as vouchers, community groups, etc.



# Magnifying impact

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- Coordination among stakeholders to ensure consistency and complementarity – monthly meetings
- Public sector resources should focus on the most needy and creating enabling environment
- Private sector targets those who are willing and able to pay, making the public sectors job easier while creating sustainability

**To control malaria in sub-Saharan Africa, NetMark's strategy is to generate demand for treated nets and, at the same time, develop a commercial infrastructure that can satisfy demand with greater product availability.**

## Beating malaria with treated nets . . . and commercial markets

Even George Baguma, marketing director for a Ugandan company that distributes pharmaceuticals, did not sleep under a net. "I had heard about the effectiveness of nets in preventing malaria, but I never thought they worked. Here, even medical workers didn't use nets." Without a net, George was vulnerable to malaria, the mosquito-borne disease that kills more than 2 million Africans a year and costs Africa \$12 billion a year. AED's NetMark project ([www.netmarkafrica.org](http://www.netmarkafrica.org)), funded by USAID and private-sector partners, is changing the habits and improving the health of millions of Africans, including George. NetMark is making people aware that insecticide-treated nets really can protect them from malaria and is developing sustainable distribution channels so nets are easier to buy. ►



*"NetMark is growing the market. That's why it's going to work."*

# Keys to Success

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- Multiple strategies and adaptation based on country-specific realities
- Joint planning & coordination among partners
- Leveraged resources
- Local capacity building
- Sustained commitment by donors for targeted subsidies
- Not compromising long-term impact for short-term success.

# Learn More about AED's Efforts in Global Health Marketing through Cross-Sectoral Partnerships @ <https://pshi.aed.org/>

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## Welcome

The AED Center for Private Sector Health Initiatives facilitates mutually beneficial partnerships between the public and private sectors to create viable new markets for products and services that address pressing health and social welfare challenges around the world and create sustainable health impact. Through projects like NetMark and the Private Sector Program (PSP), the Center has created the Full Market Impact™ (FMI™) model for cross-sector planning and investment that leverages the respective skills and resources of public and private sectors, and improves public health through education, promotion, and tapping into market forces.

AED's seasoned staff of experts manages more than \$100 million of contracts for public-private sector partnerships. The Center provides the private sector with practical tools for identifying the needs of consumers at the bottom of the pyramid, creating value-added health products and services, and then successfully marketing them. AED supports cross-sector partnership through its leadership, technical assistance and strategic investments in areas such as technology development and quality assurance, market research, distribution support, financing, advocacy for a favorable regulatory environment, demand generation/public education, and development of effective segmentation through the improved targeting of subsidies.

### News

♦ **Publicizing Partnerships: N-MARC Participates in USAID's "Share Fair"**

On June 5, 2007, the N-MARC project participated in the USAID/Nepal "Share Fair". The one-day Share Fair event was organized by the Mission, at its Rabi Bhawan premises, marking its 56 years of development work in Nepal. Profiling its work with local partner, the Nepal Contraceptive Retail Sales (CRS) Company, the N-MARC Project displayed CRS' socially marketed products, project activity photographs, project publications, brochures, reports, coverage related maps, charts and diagrams and an activity map of Nepal.

[Read more...](#)

♦ **Vaa (Put it On) Kondom: Enabling Tanzanians at Risk to Protect themselves from HIV and AIDS**

Approximately, one million Tanzanians between the age of 15-49 are HIV positive – a staggering statistic considering how preventable transmission of HIV and AIDS is. In a new initiative to encourage the



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